

ROBERT EGGE

Robert Egge is a project director at the Center for Health Transformation. In this position he leads key projects foundational to health transformation, including the Health Preparedness and Homeland Security, Accelerating Health Innovation and the Right to Know initiatives. Mr. Egge is also involved in client management and business development for the Center.

Prior to joining the Center for Health Transformation, Mr. Egge was Vice President for Public Affairs at the JC Watts Companies (JCWC). In this capacity he advised and represented JCWC's government affairs clients from healthcare and other heavily regulated industries. While with JCWC, Mr. Egge served as an associate faculty member with George Mason University.

Mr. Egge was also Director of Operations at Marvin Zonis and Associates (MZA), an international government affairs and regulatory policy consulting firm. While with MZA, he directed policy analysis and government relations engagements for a range of leading international corporations.

He has been published in *The New York Times*, *Financial Times' Mastering Management Review* and *International Political Economy*. He has also written a text used in graduate courses on policy analysis. Mr. Egge graduated magna cum laude from Wheaton College (IL). He is currently completing his doctoral dissertation on healthcare policy at the University of Chicago's Harris School of Public Policy. He lives in Falls Church, Virginia with his wife, Leslie, and their son and daughter.

The Center for Health Transformation Preparing for Pandemic Influenza

Risks of pandemic influenza: Significant and unprecedented

- Range of opinions among scientific experts, but even “skeptics” urge preparation
- Progression is unprecedented; epidemiological implications are uncertain
- Dimensions of uncertainty:
 - Timing
 - Transmissibility
 - Virulence
 - Societal impact and response

Florida's risk profile: Distinct strengths and challenges

- Strengths include:
 - Crisis / emergency management expertise
 - Health information technology investments
 - Innovations from FL Department of Public Health
- Challenges include:
 - Demographics
 - Industry profile

Policy dilemma: Balancing investments in short-term and long-term strategies

- Short-term strategies focus on attaining and then sustaining a defined threshold
 - Stockpiling available therapies
 - Developing communications and continuity plans
- Long-term strategies focus on breakthroughs
 - Information-rich medical control capabilities
 - 21st century public health system
 - Developing diagnostics and therapies

Challenge: sustaining preparations throughout the “phony war” period

- It's very difficult to sustain a crisis footing, **So** –
- Focus on dual-use capabilities, which provide:
 - Benefits, whether or not there's a pandemic
 - (And, therefore) A sustainable appropriations path
 - Familiarity with use when a crisis hits

Key dual-use strategies:

- An intelligent, interconnected health system
 - Real-time intelligence
 - More robust response options
- A 21st century public health service
 - A force-multiplier approach
 - Harness private sector capabilities
- Next-generation therapies and diagnostics
 - Perhaps warranted to encourage development in FL
 - Regardless, send strong signal to Washington, DC

Conclusions

- Pandemic influenza poses a significant risk; robust preparations are warranted
- Short-term focus: detailed, stress-tested continuity planning with private sector included
- Long-term focus: carefully crafted dual-use strategies that can “change the game”